

## **REMARKS**

Claims 1-38 are pending in the above-identified application. Claims 1-38 were rejected. With this Amendment, claims 1-3, 5-8, 10-11, 13-14, 16-18, 20-22, 24-27, 29-30, 32-33 and 35-37 were amended, and claims 39 and 40 were added. Accordingly, claims 1-40 are at issue.

### **I. Objection To Specification**

The disclosure was objected to because of various informalities, and the title was objected to as not descriptive. Applicant has hereby amended the specification and the title to address the issues raised by the Examiner. Applicants respectfully request withdrawal of this objection.

### **II. 35 U.S.C. § 102 Anticipation Rejection of Claims**

Claims 1, 3-5, 8, 9, 16, 18-20 22-24, 27, 28, 32-35, 37, and 38 were rejected under 35 U.S.C. § 102(b) as being anticipated by Wolzien (U.S. Patent No. 5,761,606). Claims 2, 6, 7, 10-15, 17, 21, 25, 26, 29-31, and 36 were also rejected under 35 U.S.C. § 103(a) as being unpatentable over Wolzien in view of Matthews, III et al. (U.S. Patent No. 6,025,837). Applicants respectfully traverse these rejections.

Claim 1, as amended, includes "transmission means for generating and sending out a transmission signal containing a commercial message; detailed information furnishing means for furnishing detailed information related to said commercial message; access site information furnishing means for furnishing access site information corresponding to said detailed information furnishing means; and signal processing means including a detecting section for detecting said commercial message from said transmission signal sent out from said transmission

means, a first connecting section for connecting to said access site information furnishing means, a first acquisition section for acquiring the access site information corresponding to the commercial message detected by said detecting section from the access site information furnishing means connected to said first connecting section, a second connecting section for connecting to said detailed information furnishing means based on the access site information acquired by said first acquisition section, and a second acquisition section for acquiring the detailed information related to the commercial message detected by said detecting section from the detailed information furnishing means connected to said second connecting section.”

Applicants respectfully submit that the Wolzien does not teach several limitations in claim 1. First, Applicants submit that the Wolzien does not teach “a detecting section for detecting said commercial message from said transmission signal sent out from said transmission means.” Wolzien teaches a system that decodes an online address that is encoded in non-displayed portion of a transmitted signal. The present invention, by contrast, is directed to the detection of a commercial message in the transmitted signal. For example, as discussed in page 21 of the specification, the presence of a commercial message is determine based on various typical transmission properties of commercial messages such as a time duration, small sound volume, and image switching. As Wolzien does not teach or even suggest this feature, Applicants submits that claim 1 is in condition for allowance. For at least this same reason, Applicants submit that independent claims 5, 10, 13, 16, 20, 24, 29, 32, and 35, and all claims that depend from these claims, are also allowable over the cited art.

Further, Applicants also submit that Wolzien does not teach “a first connecting section for connecting to said access site information furnishing means, a first acquisition section for

acquiring the access site information corresponding to the commercial message detected by said detecting section from the access site information furnishing means connected to said first connecting section, a second connecting section for connecting to said detailed information furnishing means based on the access site information acquired by said first acquisition section, and a second acquisition section for acquiring the detailed information related to the commercial message detected by said detecting section from the detailed information furnishing means connected to said second connecting section,” as recited in claim 1.

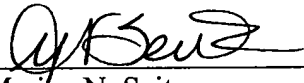
As noted above, Wolzien teaches that the address of an information provider is encoded in the transmitted signal. This address is then decoded by and a user may choose to connect to an online information provider based on the decoded address. By contrast, claim 1 recites a “first connecting section for connecting to said access site information furnishing means” and “a first acquisition section for acquiring the access site information corresponding to the commercial message detected by said detecting section from the access site information furnishing means connected to said first connecting section.” Thus, claim 1 requires that the access site information corresponding to a commercial message be located in a separate access site information furnishing means and is acquired only after the commercial message in the transmission signal is detected. Accordingly, Applicants submit that claim 1 is allowable over the cited art. For at least this same reason, Applicants submit that independent claims 5, 20, and 24, and all claims that depend from these claims, are also allowable.

### **III. Conclusion**

In view of the above amendments and remarks, Applicants submit that all claims are clearly allowable over the cited prior art, and respectfully request early and favorable notification to that effect.

Respectfully submitted,

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